

Comparisons of Job Characteristics

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Marketing Managers (11-2021)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 84

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Marketing Managers (11-2021)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Sales and Marketing	5.2	21.5	14.9	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	18.3	14.0	<<	Extensive education and/or training may be required
English Language	11.2	16.6	17.6	0	Current knowledge level may be sufficient
Administration and Management	8.4	13.9	14.9	0	Current knowledge level may be sufficient
Communications and Media	5.3	12.1	18.1	>>	Current knowledge level is likely more than sufficient
Personnel and Human Resources	5.6	9.5	6.9	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	7.9	4.8	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 95

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Marketing Managers (11-2021)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Critical Thinking	10.8	14.1	13.0	0	Current skill level may be sufficient
Persuasion	7.4	13.3	10.3	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	13.0	13.0	0	Current skill level may be sufficient
Monitoring	9.9	12.8	11.5	<	A higher skill level may be required

Judgment and Decision Making	9.4	12.3	13.0	0	Current skill level may be sufficient
Coordination	9.1	11.6	12.7	0	Current skill level may be sufficient
Operations Analysis	5.0	11.6	8.5	<<	Extensive development of skills in this area may be required
Management of Personnel Resources	6.9	11.5	10.6	0	Current skill level may be sufficient
Negotiation	6.8	11.0	11.0	0	Current skill level may be sufficient
Systems Evaluation	6.4	10.8	9.8	<	A higher skill level may be required
Systems Analysis	6.5	10.1	9.4	0	Current skill level may be sufficient
Management of Financial Resources	3.3	9.6	9.4	0	Current skill level may be sufficient
Management of Material Resources	3.7	6.5	6.4	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 99			
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Marketing Managers (11-2021)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	15.0	14.6	0	Current ability level may be sufficient
Deductive Reasoning	10.6	14.1	14.1	0	Current ability level may be sufficient
Fluency of Ideas	7.6	13.3	13.0	0	Current ability level may be sufficient
Written Expression	9.8	13.0	13.2	0	Current ability level may be sufficient
Speech Recognition	9.9	12.5	13.2	0	Current ability level may be sufficient
Originality	7.6	12.3	12.2	0	Current ability level may be sufficient
Category Flexibility	9.0	10.7	11.0	0	Current ability level may be sufficient
Number Facility	6.3	8.9	7.9	<	Some improvement in abilities may be required
Memorization	5.6	7.3	6.1	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 85
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Marketing Managers (11-2021)		
Work Activities	Exclusivity of Activity	
Analyze sales activities or trends	74	
Assign work to staff or employees	30	

Conduct market research	80
Conduct or attend staff meetings	47
Consult with managerial or supervisory personnel	60
Develop pricing strategy	89
Direct and coordinate activities of workers or staff	3
Make presentations	13
Manage contracts	73
Monitor consumer or marketing trends	74
Oversee execution of organizational or program policies	49
Provide customer service	14
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 93

Focus Occupation: Advertising and Promotions Managers (11-2011)
Associated Occupation: Marketing Managers (11-2021)

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Content management software	6
Data management and query software	1
Duplicating machines	6
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.